

Supplemental Material for:

**Increasing vegetable intake by emphasizing tasty and enjoyable attributes:
A randomized controlled multi-site intervention for taste-focused labeling**

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Table of Contents

| | |
|-----------------------------|----|
| List of Investigators | 2 |
| Supplemental Methods | 3 |
| Supplemental Results..... | 4 |
| Table S1 | 6 |
| Table S2 | 8 |
| Table S3 | 10 |
| Table S4 | 11 |
| Table S5 | 12 |
| Table S6 | 13 |
| Figure S1 | 14 |
| Figure S2 | 15 |

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Supplemental Methods

To measure the tastiness of vegetable recipes used in the multi-site study, $N = 301$ online survey participants were recruited from Amazon Mechanical Turk to view the recipe for each vegetable dish (displayed to participants as presented in Table S2). Recipes briefly described the ingredients and preparation method and did not contain taste-focused or health-focused language. Each participant viewed a random half of the recipes in a random order and rated each recipe on a scale of 1 (*not at all delicious*) to 7 (*very delicious*). Table S2 displays the mean tastiness rating for each recipe, grouped by school.

To confirm that these expected tastiness ratings were representative of actual tastiness, a sample of $N = 139$ student diners from School A were recruited to taste a sample of twelve of the recipes. For each of four common vegetables (Brussels sprouts, carrots, green beans, and corn) that were prepared using a variety of different recipes across schools in the study, we selected the lowest-rated, a moderately-rated, and the highest-rated recipe from the online survey of participants' mean tastiness ratings. Participants tasted the three preparations of each of the four vegetables in a random order and indicated how tasty they thought each recipe was on a 7-point scale (1 = *not at all delicious*, 7 = *very delicious*) immediately after tasting it, before moving on to try the three preparations of the next vegetable in a random order. Each participant tasted and rated all twelve recipes.

Results revealed that actual tastiness ratings from the student diners were highly correlated with the expected tastiness ratings from the online survey participants ($r = .80$, $p = .002$). Therefore, the mean tastiness ratings for all vegetable recipes from the online survey participants were converted to z scores to test whether the effect of labeling condition on vegetable selection was moderated by (a) how tasty an individual vegetable dish was prepared, or (b) how tasty, on average, the vegetable dishes at a given school were prepared (calculated as the mean tastiness rating among all vegetable dishes served at each school).

Supplemental Results

Exploratory results of comparisons among the 6 label types in Supplementary Study B

Below we describe exploratory results for comparisons among the 6 label types in Supplementary Study B. This full set of comparisons is exploratory and is reported solely for readers interested in the non-hypothesized comparisons; therefore, the p-values are uncorrected for multiple comparisons. All results are from the mixed effects regression model that predicted the outcome as a function of the effect of label condition plus random-intercept effects of participant and of vegetable dish. The results are reported separately for each of the three outcomes in Supplementary Study B below. Table S6 presents the means and standard deviations of each of the 6 label conditions for each of the three outcomes.

Expectations of a positive taste experience. Health-focused labeling led to significantly lower expectations of a positive taste experience compared to each of basic ($b = 0.13$, 95% CI = [0.00, 0.26], $p = .045$), fancy ($b = 0.29$, 95% CI = [0.16, 0.42], $p < .001$), vague positive ($b = 0.40$, 95% CI = [0.27, 0.53], $p < .001$), ingredients list ($b = 0.50$, 95% CI = [0.37, 0.63], $p < .001$), and tasty ($b = 0.86$, 95% CI = [0.73, 0.99], $p < .001$) labels. Basic labeling led to significantly lower expectations of a positive taste experience compared to each of fancy ($b = 0.16$, 95% CI = [0.03, 0.28], $p = .018$), vague positive ($b = 0.27$, 95% CI = [0.14, 0.40], $p < .001$), ingredients list ($b = 0.36$, 95% CI = [0.24, 0.49], $p < .001$), and tasty ($b = 0.72$, 95% CI = [0.60, 0.85], $p < .001$) labels. Fancy labeling led to significantly lower expectations of a positive taste experience compared to ingredients list ($b = 0.21$, 95% CI = [0.08, 0.34], $p = .002$) and tasty ($b = 0.57$, 95% CI = [0.44, 0.70], $p < .001$) labels, but not compared to vague positive labels ($b = 0.11$, 95% CI = [-0.02, 0.24], $p = .092$). Vague positive labeling led to significantly lower expectations of a positive taste experience compared to tasty labels ($b = 0.46$, 95% CI = [0.33, 0.59], $p < .001$), but not compared to ingredients list labels ($b = 0.10$, 95% CI = [-0.03, 0.23], $p = .137$). Ingredients list labels led to significantly lower expectations of a positive taste experience compared to tasty labels ($b = 0.36$, 95% CI = [0.23, 0.49], $p < .001$).

Likelihood of choosing. Health-focused labeling led to significantly lower likelihood of choosing vegetables compared to each of fancy ($b = 0.21$, 95% CI = [0.07, 0.35], $p = .004$), vague positive ($b = 0.26$, 95% CI = [0.12, 0.40], $p < .001$), ingredients list ($b = 0.39$, 95% CI = [0.25, 0.53], $p < .001$), and tasty ($b = 0.81$, 95% CI = [0.67, 0.95], $p < .001$) labels, but not compared to basic labels ($b = 0.01$, 95% CI = [-0.13, 0.15], $p = .88$). Basic labeling led to significantly lower likelihood of choosing vegetables compared to each of fancy ($b = 0.20$, 95% CI = [0.06, 0.34], $p = .006$), vague positive ($b = 0.25$, 95% CI = [0.11, 0.39], $p < .001$), ingredients list ($b = 0.38$, 95% CI = [0.24, 0.52], $p < .001$), and tasty ($b = 0.80$, 95% CI = [0.66, 0.94], $p < .001$) labels. Fancy labeling led to significantly lower likelihood of choosing vegetables compared to ingredients list ($b = 0.18$, 95% CI = [0.04, 0.32], $p = .011$) and tasty ($b = 0.60$, 95% CI = [0.46, 0.74], $p < .001$) labels, but not compared to vague positive labels ($b = 0.06$, 95% CI = [-0.08, 0.20], $p = .44$). Vague positive labeling led to significantly lower likelihood of choosing vegetables compared to tasty labels ($b = 0.55$, 95% CI = [0.41, 0.69], $p < .001$), but not compared to ingredients list labels ($b = 0.13$, 95% CI = [-0.01, 0.27], $p = .078$). Ingredients list labels led to significantly lower likelihood of choosing vegetables compared to tasty labels ($b = 0.42$, 95% CI = [0.28, 0.56], $p < .001$).

Surprise/curiosity. Basic labeling led to significantly lower surprise/curiosity compared to each of the other conditions (b 's > 0.50 , p 's $< .001$). Health-focused labeling led to significantly lower surprise/curiosity compared to each of vague positive ($b = 0.39$, 95% CI = [0.26, 0.52], $p < .001$), fancy ($b = 0.98$, 95% CI = [0.84, 1.11], $p < .001$), and tasty ($b = 0.97$, 95% CI = [0.84, 1.11], $p < .001$) labels, but not compared to ingredients list labels ($b = 0.12$, 95% CI = [-0.01, 0.25], $p = .072$). Ingredients list labeling led to significantly lower surprise/curiosity compared to vague positive ($b = 0.27$, 95% CI = [0.13, 0.40], $p < .001$), fancy ($b = 0.86$, 95% CI = [0.72, 0.99], $p < .001$), and tasty labels ($b = 0.85$, 95% CI = [0.72, 0.98], $p < .001$). Vague positive labeling led to significantly lower surprise/curiosity compared to fancy ($b = 0.59$, 95% CI = [0.46, 0.72], $p < .001$) and tasty ($b = 0.59$, 95% CI = [0.45, 0.72], $p < .001$) labels. Fancy labels did not lead to significantly more surprise/curiosity than tasty labels ($b = 0.00$, 95% CI = [-0.13, 0.13], $p = .98$).

Table S1.
All vegetable labels used in the multi-site study

| Site | Basic | Taste-focused | Health-focused |
|------|------------------------|---|--|
| A | Broccoli | Sesame Garlic Roasted Broccoli with Creamy Tahini Sauce | Smart Choice Broccoli |
| A | Brussels Sprouts | Tender Roasted Brussels Sprouts & Crispy Shallots | Cholesterol Free Brussels Sprouts |
| A | Carrots | Maple Glazed Carrots with Herbs & Lemon | Reduced Sodium Carrots |
| A | Green Beans | Sizzlin' Szechuan Green Beans with Toasted Garlic | Nutritious Green Beans |
| A | Squash | Aromatic Thai Curry Kabocha Squash with Zesty Ginger | Light n' Low Carb Squash |
| A | Sweet Potatoes | Slow Roasted Curry Sweet Potatoes with Fragrant Ginger & Garlic | High Fiber Sweet Potatoes |
| A | Turnips | Herb n' Honey Balsamic Glazed Turnips | Healthy Choice Turnips |
| A | Zucchini | Tuscan Style Fire Roasted Zucchini & Tomatoes | Lighter Choice Zucchini |
| B | Broccoli | Asian Inspired Sesame Glazed Broccoli | Light n' Low Carb Broccoli |
| B | Broccoli & Cauliflower | Tender Oven Roasted Broccoli & Cauliflower | Vitamin-Rich Broccoli and Cauliflower |
| B | Brussels Sprouts | Hickory Smoked Bacon & Chargrilled Brussels Sprouts | Healthy High Fiber Brussels Sprouts |
| B | Carrots & Broccoli | Zesty Chili Garlic Carrots & Broccoli | Healthy Choice Carrots & Broccoli |
| B | Cauliflower | Zesty Buffalo Garlic Cauliflower Bites | Antioxidant-Rich Cauliflower with Greek Yogurt |
| B | Corn | Salt n' Pepper Oven-Roasted Corn on the Cob | Healthy High Fiber Corn |
| B | Eggplant | Shanghai Spiced Glazed Eggplant | Heart Healthy Eggplant |
| B | Lima Beans | Cajun Style Smoky Lima Beans | Light n' Healthy Lima Beans |
| B | Mushroom Barley Stew | Slow-Simmered Sage & Rustic Mushroom Stew | Heart Healthy Barley Mushroom Stew |
| B | Okra with Tomatoes | New Orleans Style Okra & Creole Tomatoes | Low Carb Okra & Tomatoes |
| B | Spinach | Classic Citrus Splashed Spinach | Healthy Choice Spinach |
| B | Squash | Savory Balsamic & Herb Glazed Butternut Squash | Healthy Choice Squash |
| B | Squash with Spinach | Smoky Butternut Squash & Delicious Curried Spinach | Nutritious Squash with Spinach |
| B | Vegetables | Caramelized Balsamic & Herb Vegetable Medley | Light n' Fit Vegetables |
| B | Zucchini & Tomato | Panko Crusted Parmesan Zucchini & Tomato Medley | Healthy Choice Zucchini & Tomatoes |
| C | Arugula | Chef's Favorite Homestyle Baby Arugula | Light n' Fit Arugula |
| C | Beets with Oranges | Twisted Citrus Glazed Beets | Heart Healthy Beets with Oranges |
| C | Cabbage | Lemon & Melted Butter Braised Cabbage | Lighter Choice Cabbage |
| C | Cabbage | Tender Butter-Braised Cabbage with Bright Lemon Zest | Nutritious Green Cabbage |
| C | Carrots | Caramelized Slow Roasted Carrots | Healthy Vitamin-Rich Carrots |
| C | Carrots | Mouthwatering Slow-Roasted Carrots with Olive Oil drizzle | Healthy Choice Carrots |
| C | Cauliflower Mash | Creamy Homestyle Cauliflower Mash | Low Carb Mashed Cauliflower |
| C | Creamed Corn | Ultimate Creamy Parmesan Sweet Corn | Lighter Style Creamed Corn |
| C | Creamed Spinach | Southern Style Creamed Spinach & Caramelized Onions | Vitamin-Rich Creamed Spinach |
| C | Green Bean | Hickory Smoked Bacon & Green Bean Casserole | Low Carb Green Bean |

| | | | |
|---|-----------------------|--|---|
| | Casserole | | Casserole |
| C | Leeks | Tender Braised Leeks with Lemon Zest | Light n' Healthy Leeks |
| C | Mushrooms | Boldly Roasted White Button Mushrooms with Olive Oil Drizzle | Light n' Healthy Mushrooms |
| C | Peas | Tavern Style Sizzlin Sweet Peas | Nutritious Green Peas |
| C | Squash | Artisan Glazed Butternut Squash with Sage & Brown Sugar | High Fiber Butternut Squash |
| D | Broccoli | Flavorful Garlic & Herb Slow-Roasted Broccoli | Antioxidant-Rich Broccoli |
| D | Brussels Sprouts | Tender Caramelized Brussels Sprouts with Olive Oil Drizzle | Healthy Choice Brussels Sprouts |
| D | Cabbage | Sizzlin' Cajun Style Cabbage | Light n' Low Carb Cabbage |
| D | Cabbage | Southern Style Country Fried Cabbage | Light n' Fit Cabbage |
| D | Carrots | Twisted Citrus Glazed Carrots | Nutritious Vitamin-Rich Carrots |
| D | Collard Greens | Mama's Classic Salt n' Pepper Collard Greens | Heart Healthy Collard Greens |
| D | Corn | Autumn Harvest Sweet Corn on the Cob | Nutritious Steamed Corn |
| D | Creamed Corn | Southern Classic Creamed Sweet Corn | Lighter Style Creamed Corn |
| D | Green Beans | Classic Hickory Smoked Bacon Green Beans | Healthy High Fiber Green Beans |
| D | Green Beans | Chef's Favorite Toasted Almond Green Beans | Healthy Choice Green Beans with Almonds |
| D | Green Beans | Old Fashioned Country Style Green Beans with Bacon | Low Carb Green Beans |
| D | Kale | Deluxe Sautéed Kale with Rustic Garlic & Onions | Healthy Choice Kale |
| D | Spinach | Abuelitas Famous Guatemalan Spinach | Light n' Fit Spinach |
| D | Squash | Homestyle Brown Sugar Glazed Acorn Squash | Heart Healthy Squash |
| D | Squash | Ultimate Glazed Butternut Squash Wedges | High Fiber Squash |
| E | Asparagus | Ultimate Chargrilled Asparagus | Nutritious Green Asparagus |
| E | Broccoli | Juicy Tender Broccoli Florets | Low Carb Broccoli |
| E | Broccoli | Crisp Tender Broccoli Florets | Low Sodium Broccoli |
| E | Broccoli | Tender Juicy Broccoli Florets | Nutritious High Fiber Broccoli |
| E | Brussels Sprouts | Autumn Harvest Tender Brussels Sprouts | Light n' Fit Steamed Brussels Sprouts |
| E | Carrots | Juicy Slow-Cooked Rotisserie Baby Carrots | Healthy Choice Carrots |
| E | Corn | Classic Country Harvest Sweet Corn | Reduced Sodium Corn |
| E | Corn | Farm house classic Corn | Light n' Fit Steamed Corn |
| E | Edamame | Asian Sesame Glazed Edamame | High Fiber Edamame |
| E | Green Beans | Sizzlin' Garlic Parmesan Skillet Green Beans | Lighter Choice Green Beans |
| E | Green Beans | Crisp Autumn Harvest Green Beans | Low Sodium Green Beans |
| E | Green Beans | Crisp Country Harvest Green Beans | Light n' Fit Green Beans |
| E | Green Beans | Crisp Countryside Green Beans | Heart Healthy Green Beans |
| E | Mashed Cauliflower | Mama's Creamy Homestyle Cauliflower Mash | Low Carb Mashed Cauliflower |
| E | Roasted Squash | Caramelized Slow-Roasted Squash Medley | High-Antioxidant Squash |
| E | Roasted Vegetables | Mouthwatering Rotisserie Vegetables with Olive Oil Drizzle | Light n' Fit Mixed vegetables |
| E | Roasted Vegetables | Mouthwatering Slow-Roasted Rotisserie Vegetables | Healthy Choice Assorted Vegetables |
| E | Vegetable Ratatouille | Fragrant Herbes de Provence Vegetable Ratatouille | Heart Healthy Vegetables |
| E | Vegetables | Bourbon Street Smoked Vegetable Jambalaya | Healthy Choice Mixed Vegetables |

Note: Vegetable types that appeared multiple times within the same school were either different recipes or the same recipe served on a different day of the week. The experimental design controlled for any effects due to recipe, day of the week, or the food choices that surrounded a given vegetable dish by treating all of these cases as separate vegetable dishes that each received all three label types. Therefore, a given vegetable dish was only compared to the exact same recipe served on the same day of the week surrounded by the same protein and starch options.

Table S2.
All vegetable recipes used in the multi-site study

| Site | Recipe | Taste Rating |
|------|---|--------------|
| A | Turnips roasted with honey balsamic glaze (olive oil, balsamic vinegar, honey, salt), finished with thyme | 3.49 (1.86) |
| A | kabocha squash roasted with olive oil, salt and pepper, drizzled with curry sauce (ginger, garlic, thai curry paste, and coconut milk) | 4.32 (1.93) |
| A | zucchini roasted with red wine vinegar sauce (garlic, tomatoes, onions, olive oil, salt) finished with basil | 4.55 (1.90) |
| A | brussels sprouts roasted with olive oil and salt, finished with crispy shallots and sundried tomatoes | 4.57 (1.96) |
| A | sweet potatoes roasted with olive oil and salt, drizzled with curry sauce (ginger, garlic, thai curry paste, and coconut milk) | 4.62 (1.83) |
| A | green beans sauteed in olive oil and tossed with chili garlic sauce (garlic, tamari, white vinegar, and chili paste) | 4.81 (1.57) |
| A | broccoli roasted with olive oil, drizzled with tahini sauce (garlic, sesame oil, tahini, red wine vinegar, salt) finished with sesame seeds | 4.93 (1.64) |
| A | carrots roasted with maple glaze (maple syrup, lemon juice, zest, olive oil, salt) finished with parsley | 5.13 (1.82) |
| B | lima beans boiled and simmered with sauteed onions, paprika, tomatoes, cornstarch, salt and pepper | 3.47 (1.82) |
| B | barley boiled and sauteed with onions, mushrooms, and garlic, vegetable broth, sage, sundried tomatoes, beans, salt and pepper. Simmered and finished with spinach and lemon juice. | 3.76 (1.89) |
| B | eggplant sauteed with spicy soy sauce (soy sauce, vinegar, green chili peppers, sugar and cornstarch) | 3.83 (1.87) |
| B | okra sauteed with onions, garlic, coriander, tomatoes, sugar, lemon zest, salt and pepper | 3.91 (2.03) |
| B | spinach blanched and finished with lemon zest, salt and pepper | 3.96 (1.75) |
| B | butternut squash roasted with sauteed onions, spinach, curry powder, paprika, salt and pepper | 4.29 (1.93) |
| B | cauliflower breaded (garbanzo bean flour, garlic powder, salt, paprika), roasted with olive oil, and tossed in hot sauce | 4.29 (2.04) |
| B | zucchini, carrots, bell peppers, onions roasted with olive oil, balsamic vinegar, basil, thyme, salt and pepper | 4.32 (1.83) |
| B | butternut squash roasted with olive oil, salt and pepper, finished with rosemary, parsley, olive oil, and balsamic vinegar | 4.37 (1.97) |
| B | broccoli and cauliflower blanched and roasted with olive oil, garlic, and salt | 4.50 (1.84) |
| B | broccoli and carrots sauteed with olive oil, garlic, salt, vinegar, and crushed red pepper | 4.66 (1.77) |
| B | brussels sprouts sauteed with bacon, pepper, chicken stock, and red wine vinegar | 4.66 (2.01) |
| B | zucchini steamed and mixed with tomatoes, tomato sauce, oregano and pepper, baked with breadcrumbs, butter, and parmesan cheese | 4.81 (1.73) |
| B | broccoli steamed and tossed with sesame oil, soy sauce, sesame seeds, and pepper | 4.91 (1.63) |
| B | corn on the cob grilled with olive oil, salt and pepper | 5.77 (1.33) |
| C | beets roasted with olive oil and tossed with mandarin oranges | 3.01 (1.78) |
| C | leeks braised with butter, vegetable stock, lemon zest, salt, and pepper | 3.68 (1.89) |
| C | arugula sauteed with olive oil, salt and pepper | 3.80 (1.83) |
| C | cabbage braised with butter, vegetable stock, lemon zest, salt and pepper | 4.01 (1.95) |
| C | cauliflower blanched and mashed with olive oil, salt and pepper | 4.08 (1.80) |
| C | peas sauteed with olive oil, salt and pepper | 4.20 (1.70) |
| C | carrots roasted with olive oil | 4.21 (1.64) |
| C | spinach in a cream sauce (heavy cream, whole milk, butter, flour) sauteed with onions, nutmeg, salt and pepper | 4.27 (1.88) |
| C | butternut squash roasted with sage, butter, brown sugar, salt and pepper | 4.46 (1.91) |

| | | |
|---|---|-------------|
| C | mushrooms roasted with olive oil, salt and pepper | 4.53 (1.99) |
| C | corn sauteed with cream sauce (heavy cream, sugar, whole milk, parmesan cheese, salt and pepper | 4.83 (1.90) |
| C | green beans with bacon, onions, mushrooms, and garlic baked in a cream sauce (butter, flour, heavy cream, chicken stock), finished with white cheddar cheese, salt and pepper | 4.96 (1.99) |
| D | cabbage sauteed with oil, cayenne pepper, and salt | 3.71 (1.86) |
| D | collard greens sauteed with oil, salt and pepper | 3.73 (1.90) |
| D | kale sauteed with garlic, onion, carrots, oil, salt and pepper | 3.78 (1.81) |
| D | brussels sprouts roasted with oil, salt and pepper | 4.12 (1.93) |
| D | spinach sauteed with tomatoes, onion, chicken base, oil and pepper | 4.25 (1.82) |
| D | green beans steamed and tossed in toasted almonds and margarine | 4.26 (1.75) |
| D | roasted acorn squash brushed with brown sugar and margarine | 4.32 (1.78) |
| D | carrots steamed and tossed in citrus glaze (orange juice, butter, brown sugar, salt) | 4.87 (1.71) |
| D | green beans boiled and sauteed with bacon, onion, garlic, butter, lemon, salt and pepper | 4.96 (1.82) |
| D | corn on the cob steamed and lightly seasoned | 5.26 (1.41) |
| E | boiled brussels sprouts | 2.27 (1.47) |
| E | boiled green beans | 3.14 (1.63) |
| E | farro, onions, carrots, garlic, peppers, celery, tomatoes, and okra sauteed with vegetable stock, olive oil, thyme, cayenne pepper, and pepper | 3.67 (1.77) |
| E | edamame boiled and tossed with soy sauce and sesame oil | 3.95 (1.86) |
| E | cauliflower steamed and pureed with leeks, garlic, margarine, salt and pepper | 3.98 (1.83) |
| E | boiled corn | 4.06 (1.70) |
| E | steamed broccoli with salt | 4.17 (1.92) |
| E | zucchini, yellow squash, and mushroom rotisserie cooked with olive oil, salt and pepper | 4.18 (1.81) |
| E | butternut, acorn, and pumpkin squash roasted with olive oil | 4.26 (1.87) |
| E | lightly grilled asparagus | 4.42 (1.92) |
| E | carrots rotisserie cooked with olive oil and salt | 4.58 (1.70) |
| E | green beans blanched and sauteed with green peppers, red peppers, and onion in canola oil, finished with garlic, basil, salt, and parmesan cheese | 5.14 (1.75) |

Note: Taste ratings represent the mean tastiness rating of each recipe from a sample of $N = 301$ online survey participants on a scale of 1 = *not at all delicious*, to 7 = *very delicious*. Recipes were presented to survey participants as they appear in this table. Recipes are arranged in the table from lowest rated tastiness to highest rated tastiness within each school. Numbers in parentheses represent the standard deviation. Several recipes were not provided by schools and were thus not rated by participants. Participants rated several additional recipes that were served at school F but this site did not collect data.

Table S3.
Vegetable selection data at each school participating in the DISH Study

| Label Condition | School A | School B | School C | School D | School E |
|----------------------|-------------------|--------------------|---------------------|--------------------|---------------------|
| Health-focused (ref) | (ref) | (ref) | (ref) | (ref) | (ref) |
| Basic | - | 0.16 (-0.16, 0.49) | -0.07 (-0.58, 0.41) | 0.40 (-0.00, 0.81) | -0.00 (-0.49, 0.49) |
| Taste-focused | 0.89 (0.45, 1.32) | 0.55 (0.25, 0.85) | 0.63 (0.11, 1.15) | 0.19 (-0.21, 0.58) | -0.10 (-0.58, 0.38) |

Note: Values represent standardized *B* coefficients with health-focused labeling coded as the reference group. Parentheses represent 95% confidence intervals of the difference between either basic or taste-focused labeling and health-focused labeling.

Table S4.
Descriptive statistics by label condition and outcome in Supplementary Study A

| | Health-focused | Basic | Taste-focused |
|------------------------|----------------|-------------|---------------|
| Expected Tastiness | 2.88 (1.31) | 3.06 (1.34) | 3.52 (1.24) |
| Likelihood of Choosing | 2.79 (1.43) | 2.99 (1.44) | 3.31 (1.41) |
| Reason for Choosing | 2.28 (1.33) | 2.55 (1.40) | 3.36 (1.37) |

Note: Values represent means and parentheses represent standard deviations.

Table S5.
Vegetable dish labels in Supplementary Study B

| Basic | Taste-focused | Health-focused | Fancy | Vague Positive | Ingredients List |
|------------------|--|--|--|--------------------------------|--|
| Zucchini | Panko Parmesan Crusted Zucchini | Healthy High Fiber Zucchini | Ambrosial Zucchini a l'Italienne | Absolutely Awesome Zucchini | Zucchini, Bread Crumbs, Parmesan |
| Carrots | Twisted Citrus Glazed Carrots | Healthy Vitamin Rich Carrots | Piquant Carrots au Citron | Incredible Carrots | Carrots, Orange Juice, Butter |
| Peas | Tavern Style Sizzlin' Sweet Peas | Light n' Low Carb Peas | Petite Mise en Place Peas | Wonderful Peas | Peas, Oil, Salt and Pepper |
| Green Beans | Sizzlin' Garlic Parmesan Skillet Green Beans | Smart Choice Heart Healthy Green Beans | Haricots Verts Green Beans a l'Italienne | Magnificent Green Beans | Green Beans, Onion, Garlic, Parmesan, Salt |
| Butternut Squash | Ultimate Glazed Butternut Squash Wedges | Nutritious Antioxidant Rich Butternut Squash | Venerable Full-bodied Butternut Squash | Extraordinary Butternut Squash | Butternut Squash, Oil, Salt, Pepper |
| Asparagus | Ultimate Chargrilled Asparagus | Nutritious Green Asparagus | Saporific Viridescent Asparagus | So Good Asparagus | Asparagus, Salt, Pepper |
| Broccoli | Asian Inspired Sesame Glazed Broccoli | Smart Choice Vitamin-packed Broccoli | Ebullient and Viridescent Broccoli Florettes | Marvelous Broccoli | Broccoli, Soy Sauce, Sesame Oil |

Table S6.

Descriptive statistics by label condition and outcome in Supplementary Study B

| | Health- focused | Basic | Fancy | Vague Positive | Ingredients List | Taste- focused |
|------------------------|--------------------|-------------|-------------|-------------------|---------------------|-------------------|
| Expected Tastiness | 2.75 (1.33) | 2.88 (1.31) | 3.04 (1.33) | 3.15 (1.27) | 3.25 (1.34) | 3.61 (1.28) |
| Likelihood of Choosing | 2.65 (1.37) | 2.67 (1.41) | 2.86 (1.37) | 2.92 (1.39) | 3.04 (1.40) | 3.46 (1.34) |
| Surprise/Curiosity | 2.19 (1.24) | 1.69 (1.13) | 3.17 (1.37) | 2.58 (1.32) | 2.31 (1.30) | 3.16 (1.33) |

Note: Values represent means and parentheses represent standard deviations.

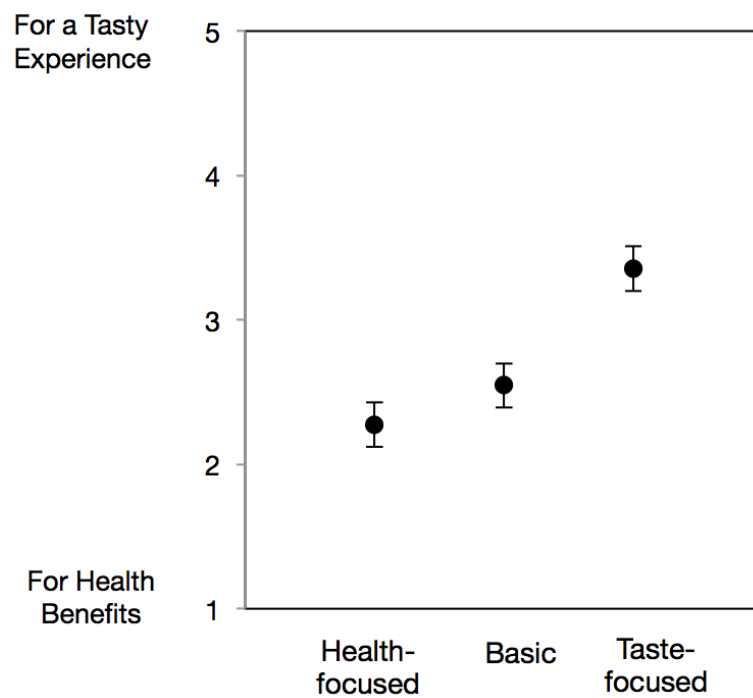


Fig. S1. Participants' self-reported reason for choosing vegetables by label condition in Supplementary Study A. Points represent model estimates and error bars represent 95% confidence intervals. Participants indicated the extent to which they would choose a given vegetable label on a scale of 1 (*for health benefits*) to 5 (*for a tasty experience*).

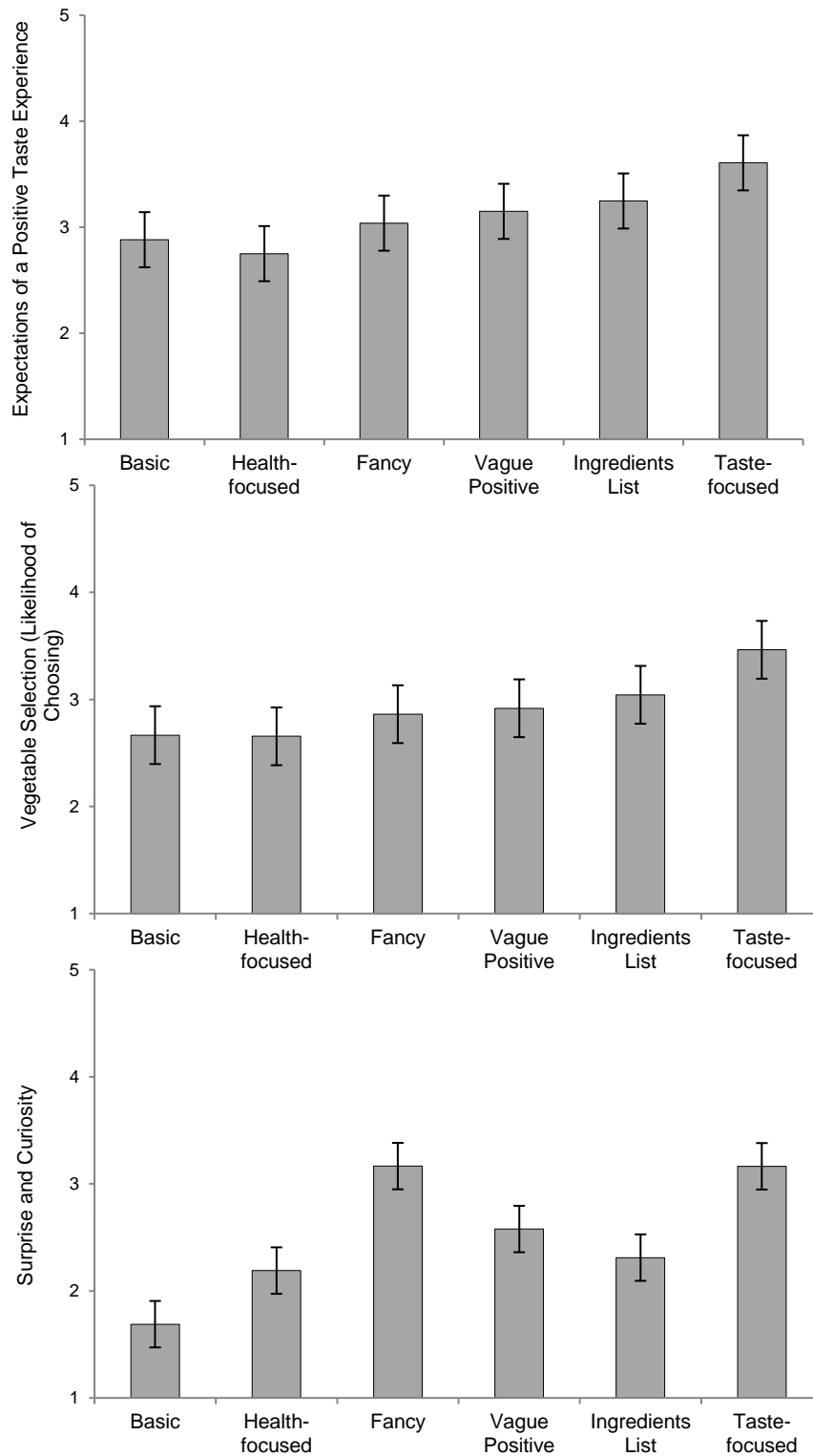


Fig. S2. Ratings of perceived tastiness, vegetable selection, and surprise/curiosity by condition in Supplementary Study B. Participants rated expected tastiness (“how delicious would this taste?,” 1 = *not at all delicious*, 5 = *very delicious*), surprise/curiosity (“To what extent are you surprised or curious about this dish?,” 1 = *not at all curious*, 5 = *very curious*), and the likelihood that they would choose the vegetable dish (“how likely would you be to choose this?,” 1 = *not at all likely*, 5 = *very likely*) for all 42 labels presented in Table S4. Bars represent model estimates and 95% confidence intervals.